

Appl. No. : 09/420,002
Applicant : Marc A. Cohen et al
Filed : Oct 18, 1999
Title : SPONSORED INFORMATION DISTRIBUTION METHOD
AND APPARATUS

TC/A.U. : 2645
Examiner : Allan Hoosain

Exhibit

Docket No. : 2490-001DIV
Conf. No. : 2196

* * * * *
DECLARATION OF Marc A. Cohen
UNDER 37 C.F.R. § 1.131
* * * * *

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

I, Marc A. Cohen, declare as follows:

I am a co-inventor of, and applicant for patent on, the invention entitled "SPONSORED INFORMATION DISTRIBUTION METHOD AND APPARATUS", disclosed and claimed in U.S. patent application no. 09/420,002, filed October 18, 1999.

U.S. patent application no. 09/420,002 claims priority to U.S. provisional patent applications 60/019,177, 60/023,258, 60/023,256, 60/024,006 and 60/026,307. Of particular interest to Internet dissemination of custom advertising is U.S. provisional patent applications 60/023,258, filed August 9, 1996 with a title of "METHOD AND APPARATUS FOR DIRECTED ADVERTISING IN AN INTERNET-BASED INFORMATION DISSEMINATION SYSTEM".

DECLARATION UNDER 37 C.F.R. § 1.131

PATENT Appln. No. 09/420,002

Prior to February 26, 1996 the invention was completed and outlined in the Software Appendix that was filed as an appendix to application 60/023,258. A complete copy of application 60/023,258 is attached hereto.

In view of the above recitation of facts and the attached copy of the supporting provisional application, I respectfully submit that I had achieved a successful reduction to practice of the invention, as described and claimed in the subject application, in this country prior to February 26, 1996.

I declare further that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application or any patent issuing thereon.

Date: 10/17/03

By: 
Marc A. Cohen

Art Unit: 2742

Reasons for Allowance

Applicants' amendments in Paper #8, dated 6/3/99 have overcome the prior art of record. Applicants' claimed invention recites the step for 'the second type of information including information that is unique to the individual, including identity information, identifier information and information concerning one or more attributes of the individual'. New search updates reveal prior art which teach 'a second type of information' but not including 'information that is unique to the individual, including identity information, identifier information and information concerning one or more attributes of the individual'. Therefore, Applicants' Claims 1-18 are indicated allowable.

Information Disclosure Statement

1. The information disclosure statement filed 2/14/99 fails to comply with 37 CFR 1.97(c) because it lacks the fee set forth in 37 CFR 1.17(p). It has been placed in the application file, but the information referred to therein has not been considered.

Allan Hoosain *AH*

Patent Examiner

June 24, 1999

FAN S. TSANG
PRIMARY EXAMINER

